

Warner Bros.
CAMPAIGN PLAN



JOE E.

BROWN ⁱⁿ "POLO" JOE

with
CAROL HUGHES
RICHARD "SKEETS"
GALLAGHER
JOSEPH KING • GORDON
ELLIOTT • GEORGE E. STONE
Directed by WILLIAM MCGANN



"POLO JOE"

PRODUCTION DATA

Official Billing

Below is the official billing for "Polo Joe." It is important that this be followed without change or variation.

Warner Bros. 25 %
Pictures, Inc. present 5 %

JOE E. BROWN 100 %

in

POLO JOE 100 %

with

CAROL HUGHES 75 %

RICHARD'Skeets'GALLAGHER 75 %

and

JOSEPH KING — GORDON ELLIOT 40 %
GEORGE E. STONE

DIRECTED by WILLIAM McGANN 20 %

A Warner Bros. 10 %
Productions Corporation 10 %
Picture 10 %

The Story

Joe Bolton (*Joe E. Brown*) returns from a 10-year absence in China with his faithful valet Haywood (*Skeets Gallagher*), to go to the fashionable home of his Aunt Minnie (*Fay Holden*), a multi-millionairess.

There he finds that the sole interest of the suburban colony is horses and polo. Horses are Joe's pet aversion. Every time he gets near one he has to sneeze. They give him hay fever.

A beautiful young neighbor of Aunt Minnie's is Mary Hilton (*Carol Hughes*), for whom Joe falls immediately. Her most ardent admirer is Don Trumbeau (*Gordon Elliott*), who sees through Joe at once. Don is really a 3-goal polo player, a member of the local team.

Joe sees that the only way he can win Mary is by being a polo player. He boasts about having been an "11-goal man" out in China and tells how he won an international championship there, single-handed.

His valet, Haywood, insisting Joe ought to do a little practicing, brings into the barn a circus-donkey, which boots Joe all over the place. That scheme won't work. Then a member of the polo team breaks his arm in practice, and the socialite colony insists the "11-goal player" replace him.

The valet engages two gangsters to kidnap Joe and keep him until after the game, so he will not have to reveal his inability.

But the gangsters demand \$5,000 of Colonel Hilton (*Joseph King*), for Joe's release. Trumbeau, who has overheard Joe and the valet making

up the plot, denounces Joe as a faker, and leads the Colonel to the hideout.

Joe, in the meantime, having been threatened with desertion by the gangsters, knocks them out. Haywood, knowing that Joe is about to be exposed, rushes to the hideout with police. They arrest the crooks and proclaim Joe a hero just as the Colonel and Trumbeau drive up.

The Colonel denounces Trumbeau and takes the protesting Joe back to the polo grounds. Unable to escape, Joe asks Haywood to find him a gentle horse. He brings him a quiet, sleepy animal, equips Joe with polo costume and mallet, and sends him into action.

But this horse proves to be an old circus horse and when the band starts playing at the beginning of the game, he waltzes, two-steps, and does a hooch-dance while the other poloists are driving the ball up and down the field. The first period ends with the opposition team far in the lead, and Joe, an object of ridicule is razzed by the crowd.

The ingenuity of the valet, however, has not yet been exhausted. When Don insists upon Joe using his spirited pony, in the next period, Haywood rigs up a contrivance made from a rubber inner-tube, which yanks Joe back into the saddle whenever he begins to fall.

Equipped with this, Joe plays through the game, makes some marvelous shots, and wins the match by a score of 11 to 10. He is the hero of the crowd and the socialite colony, and the beautiful Mary Hilton is his for life.

Cast of Characters

Joe E. Brown	Joe Bolton
Carol Hughes	Mary Hilton
Richard "Skeets" Gallagher	Haywood
Joseph King	Colonel Hilton
Gordon Elliott	Don Trumbeau
Fay Holden	Aunt Minnie
George E. Stone	First Loafer
Olive Tell	Mrs. Hilton
David Newell	Jack Hilton
Milton Kibbee	Marker
Frank Orth	Bert
John Kelly	Rusty
Charles Foy	Second Loafer

Who's Who

JOE E. BROWN—is a shining example of a home town boy who has made good . . . The home town was a tiny Ohio village named Holgate . . . Joe Evan was the eldest of a large brood and at nine he ran off and joined a circus . . . Got beaten up regularly but took it and said nothing . . . Became the smallest member of an acrobatic troupe known as the Five Marvelous Ashtons . . . One night while doing a pyramid the big boss—a churlish mortal—let the kid fall . . . His leg was broken and he lay in a hospital for weeks after the show moved on . . . Has always been a nut about baseball . . . Joined a St. Paul team and later had a brief stay with the New York Yankees . . . Repeated glimpses of his funny face revealed by the candid mirror made him decide to be a comedian . . . Was in burlesque and musical shows like "Listen, Lester," "Jim Jam Gems" and "Captain Jinks" . . . He was doing his ludicrous didoes in "Twinkle, Twinkle" in Los Angeles when Warner Bros. gave him a long term contract and started him off on his fantastic career in "Crooks Can't Win" . . . His portrayal of Flute the Bellows-mender in "A Midsummer Night's Dream" was acclaimed as the acme of low comedy . . . Joe is married . . . has two sons and two daughters . . . and here he is in his most uproarious role as a Polo Pretender who is so bad he makes good and wins the object of his regard . . . Carol Hughes.

CAROL HUGHES—who plays the swanky, polo-crazy girl of the hero's choice in "Polo Joe" sang and danced her way into the talkies . . . Born and educated in Chicago she hot-footed it from high school to a dancing academy, and at the same time studied voice, meaning to land in musical comedy . . . Instead a try-out by the Keith-Orpheum Vaudeville Circuit landed her with the comedy team of Taylor and Hughes with whom she toured for three seasons . . . When her show hit Los Angeles she got a job in a musical show . . . A Warner Bros. scout saw her work and at once signed her up for pictures . . . You've seen her in one Joe E. Brown picture, "Earthworm Tractors" and in other films . . . but here she is in an altogether different sort of role . . . You'll like her best of all in her latest characterization in hilarious "Polo Joe."

RICHARD "SKEETS" GALLAGHER—the solemn smile-winner of the talkies was drafted from the University of Indiana dramatic club into vaudeville . . . He promptly gave up the study of law, toured the country and landed on Broadway in musical shows like "No, No, Nanette," "Magnolia" and "Rose Marie" . . . While playing in "The City Chap" he was offered a part in a silent film . . . He has kept on in the talkies and is at his best as the valet of the exasperating hero of "Polo Joe."

Production Staff

Director	William McGann
Screen Play by	Peter Milne and Hugh Cummings
Photography by	L. William O'Connell, A.S.C.
Film Editor	Clarence Kolster
Art Director	Roland Hill
Gowns by	Orry-Kelly
Musical Director	Leo F. Forbstein

LENGTH	5863 FEET
RUNNING TIME	65 MINUTES

"POLO JOE"

EXPLOITATION



PLUGGING THE POLO ANGLE

POLO-ISH BALLY

Here's a street stunt with a message that can't be mistaken. Man goes around town loaded down with everything that has any connection with polo. Of course, polo clothes, seven or eight mallets tied around him in some way or other, and as many helmets as he can carry; in other words, a walking polo factory. Heralds can be placed in one of the helmets and distributed to the walkers.



ELECTRIC HORSE

Borrow an electric horse from local gym or sport store and set it up in lobby. Dress horse up—straw hat, glasses, anything to get a laugh and invite patrons to try to ride Polo Joe Brown's favorite polo pony. This one ought to attract many bystanders and, don't forget, every bystander is a prospective customer. So why not look up your nearest electric horse right now?



AUTOGRAPHER

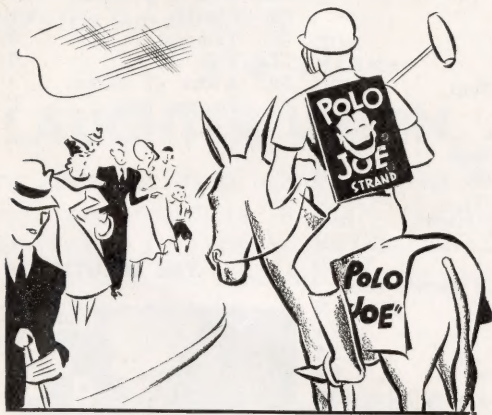
Why not have local comedian do an imitation of Polo Joe in front of theatre, autographing polo balls for patrons. Use cheap imitations of polo balls or, to gag it up more, have him sign ping pong balls.

COMMENTATOR

Sports commentator always on the lookout for the novel ought to oblige with spot announcements during broadcasts telling about the big polo match coming to your theatre.

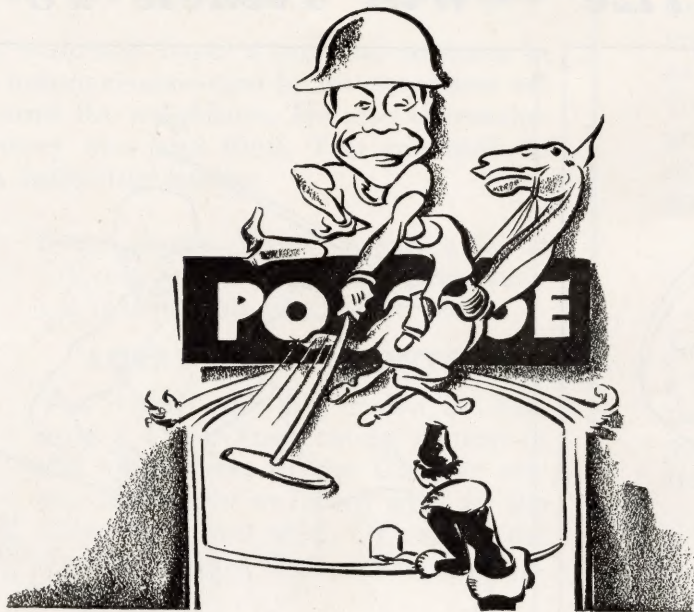


RIDES A MULE



Swell laugh-getter is this fellow in full polo regalia, swinging mallet, and riding sorriest-looking mule you can find through streets. Signs on his back tell your story. If you care to, slip rubber cushion under him for comfort and for additional laughs.

CUTOUT AS DISPLAY



Here's a box office display that is not only a good eyecatcher but is also plenty to the point. This cutout can be made from 3-sheet. Rigged up properly with a small motor, the horse's head will move in unison with Joe E.'s arm. Good idea to have mallet swing pendulum-fashion, above ticket-buyers' heads. Isn't too much trouble to construct, and it's certainly a most effective lobby bally.

LOBBY CONTEST

Offer ducats for the best cartoon of Joe E. as Polo Joe. Contestants are also to supply clever captions which are to receive consideration in picking winners. Then exhibit best in lobby.

MAN ON STILTS

Stuntman dressed in polo costume going around town on stilts naturally can't be missed. Our suggestion—"I'm all up in the air about 'Polo Joe.' He's at the Strand Theatre."

STORE'S AD LINE

Pictures like this one are always great boons to riding outfitters. Try to plant stills in window with line—"Polo Joe' plays his best game when outfitted with our accessories, etc." Good for co-op ad, too.

COAT TIE-UP

Polo scenes from film ought to make swell background for display of polo coats in local store window. Think you can plant them and give folks another plug to see?

JOE'S PONIES

Have a man dressed as a groom, lead a string of ponies—or plugs—through street. Streamers read—"Polo Joe is coming to town. You'll find him at the Strand Theatre next week."

NOVELTY SHOPS

Novelty shops featuring 'horse' charms in window can use this catchline—"Get yourself a string of ponies and be another 'Polo Joe.'" There are plenty of stills they can use, too.



PRACTICE CAGE



Rig up 'polo cage' in lobby similar to those used in the actual game. Sides of cage should be padded with canvas mats and horse is of rocking variety. Supply patrons with mallet and ball and let 'em swat to their heart's content. Plenty of fun for them and for onlookers—and not much expense for you.

NEWSPAPER TEASER

Plant series of teasers in classified ads or as underliners in your regular ads, reading like this: "Am arriving from China. Will be at Strand. (signed) Polo Joe." Messages vary with nearness of playdate culminating in "arrived" messages on opening day.



POLO EQUIPMENT

Polo equipment borrowed from sport store would make swell curio exhibit because most of your patrons' knowledge of the game doesn't go past the fact that it's played on horses. Newspaper morgue probably can supply clippings of world-famous players which will fit in very well with your display.



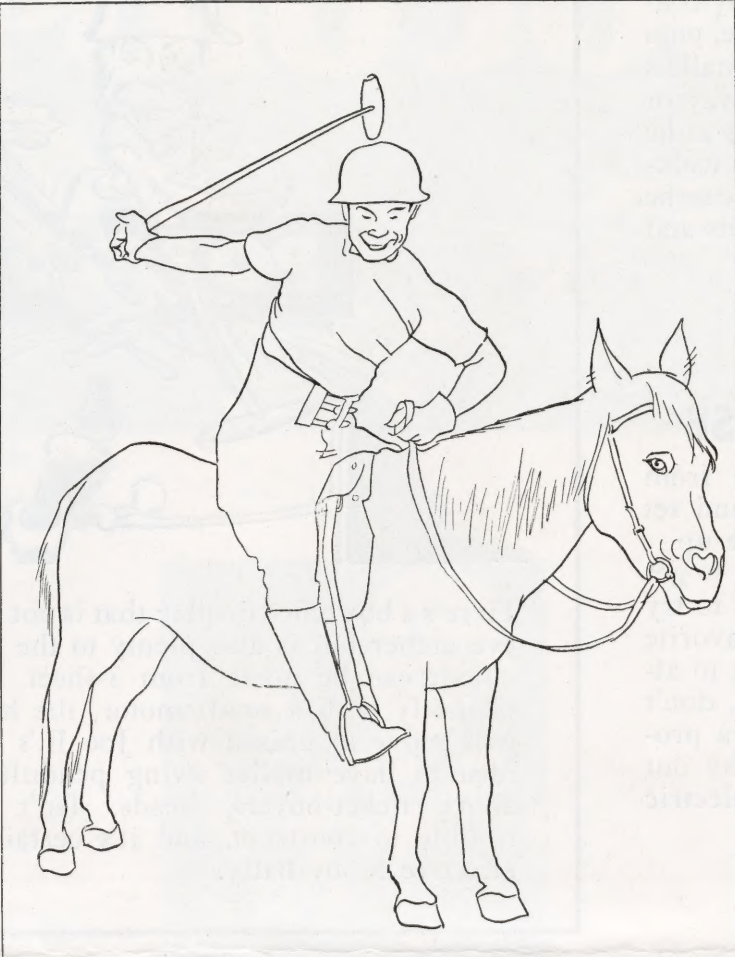
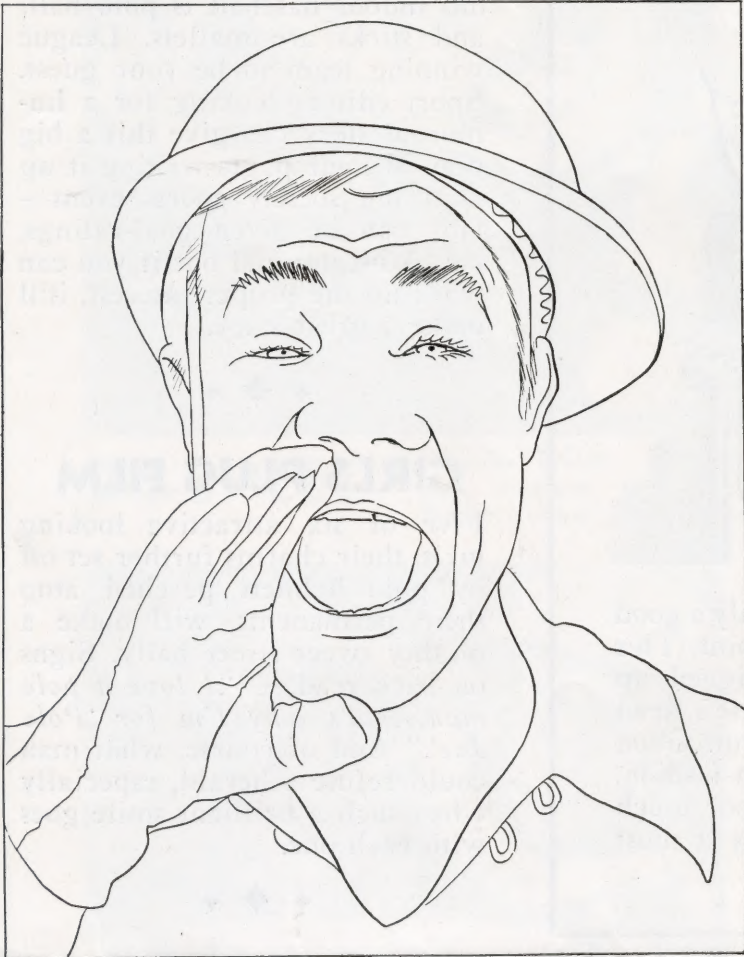
“POLO JOE”
EXPLOITATION

COLORING & LIMERICK TESTS

(First Day)
Your Coloring Ability
May Win Valuable Prize

(Second Day)
Here's Another Chance To
Win Tickets To Strand

Write a Limerick
And Win Tickets
To See 'Polo Joe'



Here's your chance, boys and girls, to win two guest tickets to the Theatre to see Joe E. Brown in his funniest picture, "Polo Joe," which opens there on All you have to do is to color the above sketch of Joe E. as he appears in the film and send it to the "Polo Joe" Contest Editor of the (newspaper) before There will be ten prizes, each consisting of two tickets which will go to the ten boys or girls who submit the best art work.

Mat No. 212—20c

Get out your crayons or water colors, Joe E. Brown fans, and see how good a job you can make of coloring this sketch of Joe E. as he appears as the hero of "Polo Joe," which will open at the Theatre on Send in your work to the "Polo Joe" Contest Editor of the (newspaper) before and if you are among the ten submitting the best coloring work, you'll win two guest tickets. "Polo Joe" is Joe E.'s latest and funniest picture and you won't want to miss it.

Mat No. 213—20c

Three cheers for good old Joey Brown
Who is a howl from toes to crown;
When he widens his jowls
And lets out his yowls

Can you write a good limerick? If you can there are two guest tickets to the Theatre waiting for you at the (newspaper) office.

Joe E. Brown, the tunnel mouthed comedian is coming to the Theatre on in "Polo Joe," which is said to be the funniest picture he has ever made, and here's your chance to see the film as guest of this newspaper.

All you need do is think up the funniest last lines for limericks and send them to the "Polo Joe" Contest Editor of the Theatre before Every day the writers of the five funniest lines will each receive two tickets to the Theatre.

Remember, the line must not only be funny but must make sense. Now get started. Try this one but remember another opportunity comes tomorrow and the day after.

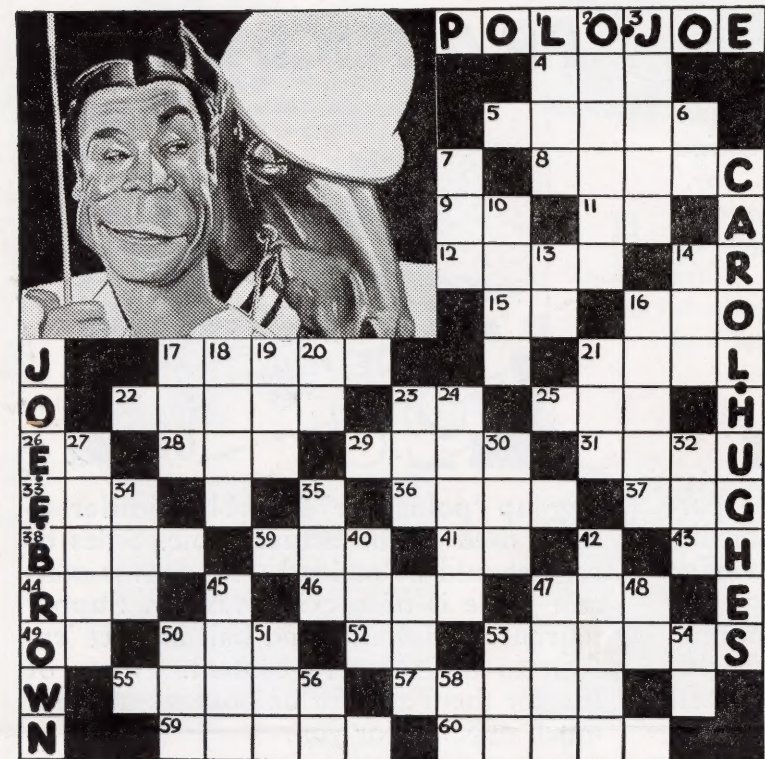
MORE LIMERICKS

Here's a health to Ma Brown's boy—Joe E.
He's as good as a circus to me;
When I'm grouchy and blue,
Here's the one thing I do

Joe E. Brown is a sight for sore eyes—
A cure for all grumpiness lies
In his yip-yip-ye-ow-ing,
His grinning and mowing—

CROSS WORD PUZZLE PLUGS THE FILM

You can see at a glance what a boost this puzzle will give show when it appears in paper or special herald. And fans will like it because it's not too hard and not too easy. The puzzle and the solution are available on one mat. Order Mat No. 214—20c.



- DOWN

 - Light producer LAMP
 - Bodies of water OCEANS
 - Overalls of homespun JEANS
 - Rhode Island RI
 - Part of a circle ARC
 - Fury RAGE
 - River in Italy PO
 - To be ill AIL
 - To extend hand to get REACH
 - To dip into SOP
 - One of Great Lakes ERIE
 - Large bin VAT
 - Half an em EN
 - To attach TIE
 - Hawaiian food POI
 - Odd or bizarre ANTIC
 - To pry into SNOOP
 - Word of assent YES
 - To propel a boat ROW
 - To impede flow of water DAM
 - Until shortened TIL
 - Language of the Tai people TAI
 - Young pig SHOTE
 - Gallop TROT
 - Comparative ending ER
 - Greek letter ETA
 - Abbreviation of Arthur ART
 - Male descendant SON
- ACROSS

 - East Norwich EN
 - Mother MA
 - That man HE
 - One spot ACE
 - Daub SMEAR
 - Frenzy of fear PANIC
 - Railroad RR
 - Nova Scotia NS
 - Head coverings CAPS
 - Ancient Rome AR
 - Depart GO
 - Spanish for river RIO
 - To part SEVER
 - Relate TELL
 - Mohammedan sacred book KORAN
 - Father PA
 - By way of VIA
 - Plural ending ES
 - Hole in ground PIT
 - Polo animal PONY
 - Unbleached ECRU
 - Finish END
 - Separate news incident ITEM
 - Pig HOG
 - Ship BOAT
 - Illuminated LIT
 - Part of to be IS
 - West Hartford WH
 - Gypsy man ROM
 - Pertaining to laymen LAIC
- THE SOLUTION

POLO JOE
ACE
SMEAR
PANIC
RRNSA
CAPSAR
GORIO
SEVERE
TELL
KORAN
PA
VIA
PIT
ITEM
HOG
BOAT
LIT
IS
WH
ROM
LAIC
SHORE
OPERA
T
SHORES
WSTORM
SHOUT
N
ATTAR
ENTER

"POLO JOE"

EXPLOITATION



EASY WAYS TO BALLY FILM

NEW ANGLES IN CHINESE GAGS

When the picture opens, Joe has just returned from a ten-year sojourn in China. Naturally he's full of Chinese mannerisms—and he loves to show off his prowess with chopsticks and astound the neighbors. He also entertains them by singing a Chinese love song every now and then. You can cash in on this novel angle with some of the following stunts:

CHOPSTICKS AS GIVEAWAYS

The kids will go crazy over a pair of chopsticks — use them as giveaways. Enclosed in an envelope that carries a blurb for the picture, it's an inexpensive way of plugging your show.

EATING CONTEST

Run a contest in the window of a local Chinese restaurant. Give each contestant a pair of chopsticks, and ducats to the one who can eat fastest with them. You might let a few Chinese enter the contest to give a little more color.

CHINESE MUSIC IN LOBBY

Get a couple of Chinese to sing some real Chinese music in your lobby be-

tween shows. Would create a lot of interest to have some Chinese musical instruments on exhibit, too.

LOBBY EATING CONTEST

You'll pull in a big crowd by running a Chop Suey eating contest in the lobby. One of the Chinese restaurants ought to tie up with all the Chop Suey you need. Of course, the stunt is to have them eat with chopsticks.

ORCHESTRA IN LOBBY

Dress up a small band as Chinese, and have them play Chinese instruments in the lobby. It's a swell prelude to the show, and you might have them work up some Chinese "swing" music.

TRICK DONKEY GAG

You'll bring the kids into your show in droves by hiring a trick donkey. Many livery stables have one. Plant a man dressed as "Polo Joe" out in front of the theatre, (or anywhere on Main Street) trying to get on the donkey. You can work up a lot of stunts for the two of them to pull, with donkey kicking rider, etc.



GET SPOON IN CUP

Joe wins a fortune in the picture by flipping a spoon in a cup. Cash in on this angle by running a lobby contest. Offer ducats to the patrons who can flip the spoon into the cup from a stated distance, ten times in a row.



'JOE E.' FIELD DAY

Joe E. has made the rounds of all the sports in his pictures. So arrange with local schools for a field day to find the athlete who best typifies the all-around ability shown by Joe. It shouldn't be hard to promote some prizes from local merchant, perhaps a Joe E. Brown Cup. Charitable organizations have gone for stunts like this—selling tickets, etc. Not only plugs picture but promotes good-will.



OLD NAGS PARADE

You'll excite the curious with parade of truck horses. Promote the horses by tying up with local firms that use them for delivery wagons—like the coal and ice companies. Each firm gets suitable advertising in parade, and the whole thing is headed by a rider dressed as "Polo Joe," mounted on a donkey. Youngsters hand out heralds plugging the show as the parade goes around town.



MOUTH ON MARQUEE

Cut out Joe's head from the 24-sheet, and blow it up to giant size. Then cut out the mouth, and put in a pair of mechanical lips that will open and close slowly, and fix it on your marquee. You can use any other still of him, of course, but a glance at the 24-sheet will probably convince you that it's the simplest way.



LAUGHTER UNION

Have union cards printed showing that bearers are members in good standing of the Hearty Laughs Society, Local 329, etc. Naturally, the first rule of the union is to see your picture.



SOME REMINDERS

Here's a few items we feel we ought to remind you about: contest imitating the world-famed Brown laugh, setting-up nurse's quarters for those who split their sides laughing, or a 'slanguage' contest on polo terms.

FREE RADIO SKETCH

Twelve minutes of scenes from film give radio fans a swell idea of the hilarious comedy at your theatre. Three minutes at beginning and end are reserved for your plug. Order directly from Campaign Plan Editor, 321 W. 44th St., N. Y. C.

BALANCED ENTERTAINMENT PROVIDED BY VITAPHONE

"DON'T LOOK NOW" (Merrie Melodies Series.) Little Dan Cupid tackles young man Devil and what goes for fur, flies. Done in Technicolor.

(7 minutes—No. 2202)

"NORTHERN LIGHTS" (Color-Tour Adventures Series.) Your audience travels to the beautiful North Cape country of scenic wonders. Ably described by Don Wilson, well-known radio commentator, this short is done in the new Cinecolor.

(10 minutes—No. 2303)

"VAUDEVILLE IS BACK" (Big Time Vaudeville Series.) Ace vaudeville acts on the boards, featuring, among others, Johnny Perkins, the Maxellos and the 4 Creedon Sisters.

(11 minutes—No. 2603)

CLYDE MCCOY AND "SUGAR BLUES" ORCHESTRA (Melody Masters Series.) Ten minutes of sparkling rhythms, winding up with that 'hot' favorite of swing, "Sugar Blues."

(10 minutes—No. 2505)

"THE VILLAGE SMITHY" (Looney Tunes Series.) Porky Pig as a blacksmith's helper. You can imagine what takes place.

(7 minutes—No. 2803)

JAY C. FLIPPEN in "THAT'S PICTURES" (Broadway Brevities Series.) The famous colonel demonstrates his technique of picture-making introducing a group of clever entertainers.

(21 minutes—No. 2015)



"POLO JOE"

ADVERTISING

**IT'S A 10-GOAL SHOW! HOW YOU'LL HOWL AND SCREAM!
WHEN YOU SEE JOE BROWN AS A ONE-MAN TEAM!**



No wonder the other side stopped scoring...they had to hold their sides, roaring at this Crowned Prince of Polo's mad mallet-wielding in the looniest chuckle-filled chuckers you ever laughed at!

JOE E. BROWN
in
"Polo Joe"

with
CAROL HUGHES
RICHARD "SKEETS"
GALLAGHER
JOSEPH KING • GORDON ELLIOTT
GEORGE E. STONE • Directed by
WILLIAM MCGANN • A Warner Bros. Picture

T H E A T R E

294 Lines Mat No. 302—30c

**JOE NO LIKEE PLAYEE
POLO...
MUCH RATHER SINGEE
CHINEE SOLO!**



But even singing his gal a passionate love song in real Chinese...and being kidnapped on the day of the big game...couldn't save him from becoming her horsey hero!

Directed by
William McGann
A Warner Bros.
Picture

JOE E. BROWN
in
"POLO JOE"

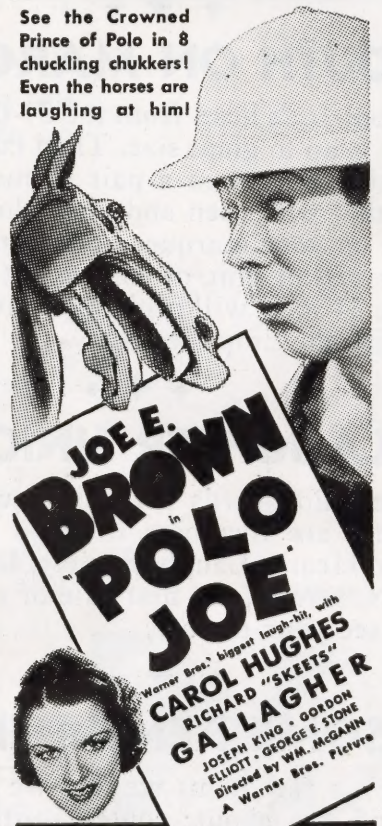
with
CAROL HUGHES • RICHARD "SKEETS" GALLAGHER
Joseph King • Gordon Elliott • George E. Stone

T H E A T R E

134 Lines Mat No. 208—20c

**JOE MAKES THE TEAM...
AND EVERYBODY SCREAM!**

See the Crowned Prince of Polo in 8 chuckling chuckers! Even the horses are laughing at him!



JOE E. BROWN
in
"POLO JOE"

Warner Bros.' biggest laugh-hit, with
CAROL HUGHES
RICHARD "SKEETS"
GALLAGHER
JOSEPH KING • GORDON ELLIOTT • GEORGE E. STONE
Directed by WM. MCGANN
A Warner Bros. Picture

T H E A T R E

69 Lines Mat No. 107—10c

"POLO JOE"

ADVERTISING



"I'LL KNOCK YOU FOR A GOAL!"

See laugh-a-minute Joe at his best as he crashes to triumph on the polo field . . . and a kick in the pants to boot!

JOE E. BROWN
in
POLO JOE

Warner Bros. Hilarious Whirl of High-Flying Gals and Fast-Flying Hooves, with
CAROL HUGHES · RICHARD "Skeets" GALLAGHER
JOSEPH KING · GORDON ELLIOTT · GEORGE E. STONE
Directed by Wm. McGann • A Warner Bros. Picture

T H E A T R E

207 Lines

Mat No. 301—30c

**IT'S A 10-GOAL SHOW! HOW YOU'LL HOWL AND SCREAM!
WHEN YOU SEE JOE BROWN AS A ONE-MAN TEAM!**

No wonder the other side stopped scoring...they had to hold their sides, roaring at this Crowned Prince of Polo's mad mallet-wielding in the looniest chuckle-filled chukkers you ever laughed at!

JOE E. BROWN
in
Polo Joe

with
CAROL HUGHES
RICHARD "SKEETS" GALLAGHER
JOSEPH KING · GORDON ELLIOTT
GEORGE E. STONE · Directed by
WILLIAM MCGANN • A Warner Bros. Picture

130 Lines

Mat No. 207—20c

**IT'S A MIRACLE IF HE STAYS ON!
...And it's a crime if you stay away from Joe's best show!**

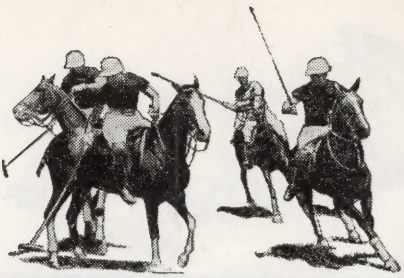
JOE E. BROWN
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T H E A T R E

65 Lines

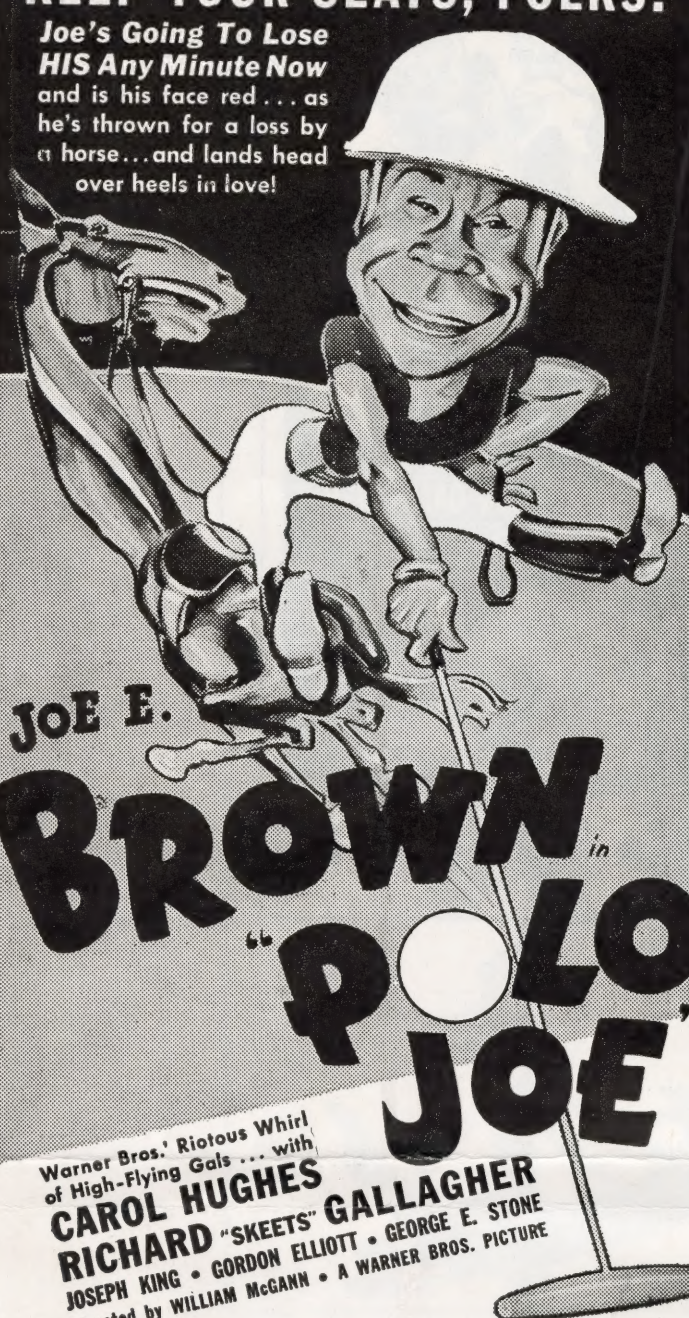
Mat No. 108—10c



"POLO JOE"

ADVERTISING

KEEP YOUR SEATS, FOLKS!
Joe's Going To Lose HIS Any Minute Now and is his face red... as he's thrown for a loss by a horse... and lands head over heels in love!



JOE E. BROWN in **"POLO JOE"**

WARNER BROS.' RIOTOUS WHIRL of High-Flying Gals... with **CAROL HUGHES**
RICHARD "SKEETS" GALLAGHER
 JOSEPH KING • GORDON ELLIOTT • GEORGE E. STONE
 Directed by WILLIAM MCGANN • A WARNER BROS. PICTURE

T H E A T R E

218 Lines Mat No. 201—20c

HE'S A ONE-MAN TEAM WHEN HE GETS UP STEAM!
JOE E. BROWN in **"POLO JOE"**
 with **CAROL HUGHES**
RICHARD "SKEETS" GALLAGHER
 JOSEPH KING • GORDON ELLIOTT
 GEORGE E. STONE • Directed by WILLIAM MCGANN • A WARNER BROS. PICTURE



54 Lines Mat No. 210—20c

JOE HITS A NEW HIGH GOAL OF LAUGHTER...
as he splits his pants riding... and everybody's sides roaring!

JOE E. BROWN in **"POLO JOE"**



with **CAROL HUGHES**
RICHARD "SKEETS" GALLAGHER
 Joseph King • Gordon Elliott
 George E. Stone • A Warner Bros. Picture
 Directed by WILLIAM MCGANN

T H E A T R E

56 Lines Mat No. 101—10c

HE'S A ONE-MAN TEAM WHEN HE GETS UP STEAM!
...And we're all steamed up about Joe's new show! It's his best one yet!

JOE E. BROWN in **"POLO JOE"**
 with **CAROL HUGHES**
RICHARD "SKEETS" GALLAGHER
 JOSEPH KING • GORDON ELLIOTT
 GEORGE E. STONE • Directed by WILLIAM MCGANN • A WARNER BROS. PICTURE



T H E A T R E

116 Lines Mat No. 205—20c

"POLO JOE"

ADVERTISING



MEET JOE, THE WONDER POLO PLAYER!

JOE E. BROWN in "POLO JOE"

Warner Bros. Hilarious Whirl of High-Flying Gals and Fast-Flying Hooves, with CAROL HUGHES • RICHARD "SKEETS" GALLAGHER JOSEPH KING • GORDON ELLIOTT • GEORGE E. STONE Directed by Wm. McGann • A Warner Bros. Picture

56 Lines Mat No. 211—20c

MEET JOE, THE WONDER POLO PLAYER!
You'll wonder what he's going to do next, as this Crowned Prince of Polo throws your funnybone for a goal-o in the merriest Brown show you'll ever laugh at!

JOE E. BROWN in "POLO JOE"

with CAROL HUGHES RICHARD "SKEETS" GALLAGHER Joseph King • Gordon Elliott George E. Stone • A Warner Bros. Picture • Directed by William McGann

T H E A T R E

82 Lines Mat No. 206—20c

MEET JOE, THE WONDER POLO PLAYER!

JOE E. BROWN in "POLO JOE"

CAROL HUGHES • RICHARD "SKEETS" GALLAGHER JOSEPH KING • GORDON ELLIOTT • GEORGE E. STONE Directed by William McGann • A Warner Bros. Picture

12 Lines Mat No. 111—10c

HE'S A ONE-MAN TEAM WHEN HE GETS UP STEAM!

JOE E. BROWN in "POLO JOE"

with CAROL HUGHES RICHARD "SKEETS" GALLAGHER JOSEPH KING • GORDON ELLIOTT GEORGE E. STONE • Directed by WILLIAM MCGANN • A Warner Bros. Picture

26 Lines Mat No. 109—10c

KEEP YOUR SEATS, FOLKS!
Joe's Going To Lose HIS Any Minute Now!

JOE E. BROWN in "POLO JOE"

with CAROL HUGHES • RICHARD "SKEETS" GALLAGHER JOSEPH KING • GORDON ELLIOTT • GEORGE E. STONE Directed by William McGann • A Warner Bros. Picture

41 Lines Mat No. 110—10c

THE TRAILER

Honestly, Gentlemen—When your audience sees the hilariously funny clips of this film's trailer, they'll begin to count the days to the opening date. It's really funny, it entertains the customers, and best of all, it sells the show to the fans. Be sure to see it at the EXCHANGE because the copy can't tell the whole story of the trailer.

The Following Address By Mr. Joe E. Brown Is
Important To Every Person In This Country!
Your Complete Attention Is Necessary To Get The
Full Meaning Of Mr. Brown's Message!

He Also Rides A Horse The Hard Way!
In "POLO JOE!"

Chuckling Chukkers Of Non-Stop Laughter!
He's On His Way To Fame And Fortune!
As "POLO JOE"

JOE E. BROWN!
Funnier Than He Was In "Earthworm Tractors!"
Carol Hughes, The Cause Of All Joe's Troubles!
Richard "Skeets" Gallagher!
Joseph King And Gordon Elliott!

Ho Ho Ho!
"POLO JOE!"



"POLO JOE"

PUBLICITY

(Lead Off Story)

Joe E. Brown as Polo Pretender Coming to Strand

Your old friend, Joe E. Brown, gallops into the Theatre on in the latest and laffiest of all his Warner Bros. starring vehicles, "Polo Joe."

He plays the role of Joe Bolton, an American youth who, after several years in China, returns home with a solemn-visaged valet—and an unbounded supply of tall tales. He returns to the arms of his adoring, gushing and disgustingly rich Aunt Minnie—who is a member of an extremely swanky polo-playing colony.

Joe at once falls violently in love with pretty Mary Hilton, a neighbor, who recognizes no hero but a polo-playing hero. Joe and his valet discuss the case in hand and decide that Joe must pose as a wow at polo. After that, he brags so much about his skill that he is finally shamed into becoming an active member of the local polo club.

To get him out of his fix, the valet with more enthusiasm than judgment, hires a couple of thugs to kidnap Joe before the game.

Their plans are overheard by the rival for Mary Hilton's hand, who relays the information to Mary's father.

Joe is forced into the big game of the season.

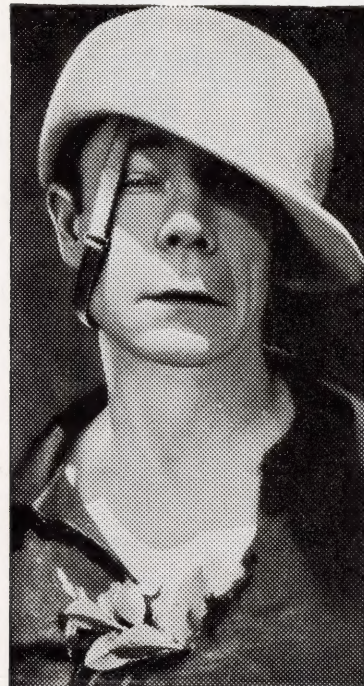
After a number of dumb plays which weaken the faith of everyone but the girl—Joe about-faces and makes a series of such brilliant ones that he wins both the game and the girl. But see Joe in action!

Carol Hughes, who made such a hit with Joe in "Earthworm Tractors," is delightful as the pretty polo enthusiast. "Skeets" Gallagher does the dead-pan valet with gusto. Gordon Elliott is Joe's rival and Joseph King is Mary's country-gentleman pa. David Newell is her brother, Olive Tell her mother—and Fay Holden is Joe's effusive Aunt Minnie. George E. Stone and Charles Foy are effective as the comical crooks.

As an added attraction Joe throws in some unique tricks and for good measure sings a Chinese song.

William McGann directed the comedy from the screen play by Peter Milne and Hugh Cummings.

Horse Hero!



Joe E. Brown in his regalia in "Polo Joe," the Warner Bros. comedy which comes to the Theatre on Mat No. 103-10c

Gallops To Gal And Glory!



Joe E. Brown, starring as the timid Polo Pretender—and beautiful Carol Hughes as the Siren-Who-Drives-Him-To-It—in an uproarious scene from "Polo Joe," the Warner Bros. screen comedy which comes to the Theatre on Mat No. 204-20c

(Review)

Guffaws Greet Grinning Comedian As Polo Champ

Joe E. Brown's Newest Warner Bros. Comedy Acclaimed As Funniest Of His Career

Joe E. Brown has played almost every kind of character with the exception of a polo-player—and now he has covered that one in "Polo Joe," the uproarious comedy which opened at the Theatre yesterday.

"Polo Joe" follows the unfailing recipe that has always

made us laugh and always will. Pickwick is of the same ilk, and so is Happy Hooligan. Caspar Milquetoast is one of them. It is the type of man who hides his inability to do the "big bowwow" things by pretending that he is a past master at them.

In "Polo Joe" the star portrays a globe trotter who returns to the welcoming arms of his rich and gushing Aunt Minnie, after years in China. Aunt Minnie's mansion is in the midst of a swanky, polo-playing colony—and Joe complicates matters for everybody by falling instantly and violently in love with pretty Mary Hilton—who thinks the only man worth considering is one who is a polo champ.

Joe has brought with him from abroad a dead-pan valet, Hayward—who is filled with dismay when he hears his boss brag that he has just come from polo-playing triumphs in the Orient.

Joe is in for trouble for he is forced to join the local polo club—and to agree to play in the big game of the season. Hayward conceives the brilliant idea of hiring a crowd of crooks to kidnap Joe before the game. Joe's rival for the hand of Mary overhears and reports to her father.

Joe is imprisoned by the crooks, his hysterical Aunt Minnie gets the police out to hunt him, and it looks as if the game must be played without him. He, of course, manages to appear in the nick of time—and after ludicrous antics—such as only Joe E. Brown can concoct—he makes some accidentally brilliant plays

Joe E. Brown in "Polo Joe" at the Strand.

Mat No. 114-10c



and wins the game—and the girl to boot. Carol Hughes, a recent screen "find" does a grand job as the Southern belle whose passion is horses, and Fay Holden gives a grand performance as the talkative Aunt Minnie, who bristles with questions that are never answered because she can't keep still long enough to listen to the answers.

The story is simple enough—but the way it is presented makes it one of the fastest, funniest comedies of the year.

Others in the cast are Carol Hughes, Richard "Skeets" Gallagher, Joseph King, Gordon Elliott, Fay Holden, George E. Stone, Olive Tell, David Newell, Milton Kibbee, Frank Orth, John Kelly and Charles Foy.

The screen play is by Peter Milne and Hugh Cummings. William McGann directed.

Nobody who remembers Joe E. Brown in his portrayal of the nitwit Flute, the bellows-mender in "A Midsummer Night's Dream"—or in "Alibi Ike," "Bright Lights" and a score of others—will want to miss "Polo Joe."

Come and bring the gang. Joe is guaranteed to do the rest.

(Opening Day Story)

New Joe E. Brown Film Hit Comes To Strand Today

Joe E. Brown—king of the laughmakers—comes to the Theatre today in his newest Warner Bros. comedy hit, "Polo Joe."

Joe has been almost everything in the sport world—prize fighter, racer, circus clown, high jumper, bike rider, hooper, acrobat—and now he comes as a synthetic polo player. Again he portrays the meek soul who tries to cover his fright at his own limitations by insisting that they don't exist. He finds it necessary to pretend great prowess at polo, though he has never been on a horse, and gets fits of sneezing whenever he gets near one.

As Joe Bolton, he returns to his home town and the welcoming arms of his rich and gushing Aunt Minnie—after years in China. With him comes his dead-pan valet, Hayward. Aunt Minnie's mansion is in the midst of a swanky polo-playing colony—and Joe at once falls head over heels in love with pretty Mary Hilton, who thinks no man can be a hero unless he plays polo.

To get out of his difficulty Joe pretends that he is a wow at it—and so is forced to join the club. He is in terror at what lies ahead and his valet gets the brilliant idea of hiring a gang of bruisers to kidnap him before the game. His rival for Mary's hand overhears Joe's scheme, and informs Mary's father.

So he is compelled to play in the big game—and what happens is good for more laughs to the second than you have enjoyed for many a long day.

This is a guarantee.

The supporting cast includes Carol Hughes, Richard "Skeets" Gallagher, Joseph King, Gordon Elliott, Fay Holden, George E. Stone, Olive Tell, David Newell, Milton Kibbee, Frank Orth, John Kelly and Charles Foy. The screen play is by Peter Milne and Hugh Cummings. William McGann directed.

Don't fail to see Joe as the polo-pretender—and don't be selfish—bring all the family.

Joe E. Brown's Pants Blown Off In Movie Scene

How'd you like to have the pants blown right off of you in an explosion? That's what happened to Joe E. Brown during the production of the Warner Bros. comedy, "Polo Joe," which comes to the Theatre on

Brown plays the part of a braggart who is forced into a polo match though he has never been on a horse. The script calls for his valet, before the game, to put into the seat of his riding breeches a big inflatable rubber pad to spare him bumps.

The valet, "Skeets" Gallagher, placed the pad and Eddie Edwards, head prop man, inserted the nozzle of a compressed air hose into the valve, while Joe Brown, with belt unbuckled, loosely held the top of his pants.

Bang! Under too high pressure the rubber gave way. It blew the seat right out of Joe's pants. He let go and what remained of the breeches fell.

"Polo Joe" was written by Peter Milne and Hugh Cummings. The supporting cast includes Carol Hughes, Richard "Skeets" Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. William McGann directed.

Polo Played By Chinese Ruler 1236 Years Ago

Polo, generally regarded as an East Indian game introduced to England and thence spread around the rest of the world, was really played in China long before returning British Indian army officers brought it to Great Britain.

In fact, the Emperor Ming Huang and his courtiers played polo in 600 A.D., according to Paul Fong, noted Chinese scholar and historian who acted as technical advisor on Joe E. Brown's latest Warner Bros. comedy, "Polo Joe," which comes to the Theatre on

Fong had a photograph of a spirited Chinese painting of that period showing Ming Huang and his lords at the game. The painting itself hangs in the Imperial Palace at Peking. But Fong has the photograph no longer, because he graciously presented it to Joe E. Brown, the film comedian.

Fong is acting as Joe's technical advisor, because the latter is supposed to have returned to America after a ten-year stay in China, and he has to sing a Chinese song, play a one-string Chinese violin and eat with chopsticks.

Joe learned to do all these things for the riotous comedy romance by Peter Milne and Hugh Cummings. Besides Joe E., the cast includes Carol Hughes, Richard "Skeets" Gallagher, Joseph King, Gordon Elliott, Fay Holden, George E. Stone and others. William McGann directed.

Fraternity Boys Get A Paddling By Joe E. Brown

That open-mouthed roar (Yew) that Joe E. Brown lets loose in pictures, resounded in Brown's Beverly Hills home at one-thirty one morning during the filming of his latest Warner Bros. comedy, "Polo Joe," now showing at the Theatre.

The doorbell peal was long and loud.

The sleepy butler had responded, and had awakened Joe with the news that "Twelve young men are outside demanding to see you." Joe donned a robe and went downstairs, and there were the twelve. Three were prisoners, nine were guards. The prisoners explained that they were being initiated into the Chi Phi fraternity at the University of California at Los Angeles.

"Part of the ceremony is that we disturb you while asleep, for which you paddle us, and that we disturb you again while at work, and you paddle us once more," they explained.

"I have a great affection for U. C. L. A.," said Joe. "My son, Joe, Jr., goes to school there. But boys, gimme that paddle! I'm going to lay it on!"

And he did.

The next day the three initiates made their way to the Valley Saddle Club, near Burbank, where Brown was working in "Polo Joe," and broke into a scene supposed to depict smart society watching a match. Again Joe wielded the paddle—plenty!

"Too bad that can't be in the picture!" he said.

"Polo Joe" is an uproarious fun-maker by Peter Milne and Hugh Cummings. The support includes Carol Hughes, Richard "Skeets" Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. William McGann directed.

"POLO JOE"

PUBLICITY



Joe Brown Sings Chinese Folk Song In New Picture

Eating and Doing Trick Stunt at Same Time Is Art Says Star of "Polo Joe"

"The word 'Art' is a rather inclusive word!" said Joe E. Brown to the lady interviewer, as they sat on the side lines between scenes of "Polo Joe," the Warner Bros. picture which comes to the Theatre on

"It is indeed," replied the young woman with the pencil and pad, "but just why do you mention that rather obvious fact?"

"Watch what I do in the next scene and you'll know!" said Joe with a characteristic grin. "It's not art only but High Art!"

"Just what do you do?"

"Well, I sit on the forward-facing seat of a compartment in a stream-lined train — eating breakfast—and at the same time balancing a coffee spoon on the edge of a cup—"

"And?"

"All of a sudden I hit the handle of the spoon, see, and with the bowl of another spoon, I make the first spoon do a couple of loops in the air, and land in a water glass on the other side of the table. And that's not all!"

"What else, for heaven's sake?"

"At the same time I have to sing a Chinese folk-song!"

"A real folk-song—or do you fake the words?"

Singee Songee!



Joe E. Brown sings a Chinese song in a scene from "Polo Joe" the Warner Bros. film which comes to the

Theatre on
Mat No. 105—10c

"There are a lot of things that can be faked in the movies, but that's not one of them! Nor the spoon gag, either! You can't do shenanigan on that spoon loop-de-loop! Believe it or not, I've been practicing it for three weeks, and even now I can only make it hit about one out of seven times! Want to see me do it?"

"Crazy to!"

Joe demonstrated his "art" and did it after eight tries

"By the way," said Joe, "I want you to meet my technical adviser, the honorable Paul Fung!"

Joe beckoned and Paul Fung came forward, bowing ceremoniously.

The lady asked Paul Fung whether he was related to the celebrated Chinese actor, Willie Fung.

"My cousin," said Paul.

"Blood brother or tong brother?"

The technical adviser was evasive. His English was flawless. "Willie is doing very well now—he is now working in 'The Good

Earth,' which stars Paul Muni.

"Joe Brown tells me he sings a Chinese folk-song in 'Polo Joe.' It's an ancient one, I suppose?"

"It is a song everyone knows in my country," said Paul Fung. "Children know it—old people, high and low, everybody! This is a free translation: Beautiful comes the moon-shine. Let my room become bright. Secretly I fear too much—come in

And I lose my senses completely. And now if you will excuse me!"

Paul Fung was gone as noiselessly as he had come.

"Isn't that Art?" said Joe triumphantly! "I'm glad you asked the meaning of the words! I've been too busy getting the sing-song and the whine of the tune to inquire what they meant!"

"The honourable Paul Fung is evidently a very necessary person!" said the interviewer, getting up to leave, for Director Bill McGann had just called Joe Brown.

"I'll say," Joe said. "Why, last year, when we made 'Oil for the Lamps of China' with Pat O'Brien and Josephine Hutchinson—we had a friend of Paul here. There was a street scene with Chinese posters plastered on the walls. They looked Chinese, all right, but when Paul's friend saw them he forgot his Oriental reserve and laughed himself hoarse. It seems the posters advertised a preparation to remove cooties!"

"Polo Joe" is a riotous comedy by Peter Milne and Hugh Cummings. Joe E. Brown's support includes Carol Hughes, Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden, E. Stone and many others. William McGann directed. It's Joe Brown at his uproarious best, as a polo-pretender.

Woman Plays on Joe E. Brown's Film Polo Team

Audiences that see "Polo Joe," the newest Joe E. Brown Warner Bros. comedy, which comes to the Theatre on, will be treated to a thrilling exhibition of the game between expert teams.

But they won't be able to detect, unless by the most careful scrutiny, that one of the star players is a woman. She wears the same outfit as her male teammates, and is just as clever a mallet-wielder as any of them.

Vera North, of Hollywood, crack horsewoman and animal trainer, is the one female player of the game. Her presence came about because the script called for Joe to ride a circus horse at the start of the game—one that bows and scrapes and does rhumbas when the band plays.

The only such horse available was Gypsy, a handsome black mare belonging to Vera North, and she said, "Yes, I'll rent Gypsy to you for the stunts if you'll let me play in the game." Director Bill McGann made the bargain, and hence the feminine poloist. But she's really good.

No Wonder Joe Likes Polo



Joe E. Brown (center) Carol Hughes (leading lady at his right). The three charmers (reading left to right) are Shirley Lloyd, Jane Wyman and Victoria Vinton—in an amusing scene in "Polo Joe," the Warner Bros. comedy which is now being shown at the Theatre
Mat No. 209—20c

Joe Brown Thinks Kiddies Feel His Liking For Them

How Star of "Polo Joe" Deals with His Own Sons, Joe, Jr., 19, and Don, aged 17

In the minds of the youngsters of America who attend the movies, Joe E. Brown is the greatest of all comedians.

"I know they like me, and that's one of the things I'm proudest of," said Joe, as he rested between scenes of "Polo Joe," his latest Warner Bros. comedy which comes to the Theatre on

"And I love them, too—and maybe they sense it in my pictures; maybe that's why the pictures go so well with the boys and girls."

Off-screen, Joe E. Brown is usually as light-hearted, as irrepressible, as he appears to be in his films, that is, at all times except when he is talking about his own children. Then he reveals himself as a serious-minded parent.

He has been happily married for 21 years, and is the father of four; Donald, aged 19; Joe, Jr., aged 17; Kathryn Frances, aged 5 and Mary Elizabeth Ann, aged 3.

The Brown children might very easily be spoiled. Their famous dad is quite a wealthy man from his nine successful years in motion pictures and from previous successful years in musical comedy and vaudeville. He could afford to give them lavish allowances. But he won't.

Last summer Donald was one of a pick-and-shovel gang working on new construction at the Warner lot, starting his labors at 7 A.M. and earning \$20 a week. He carried his lunch in a brown paper sack to save 20 cents a day. All this was because he wanted a second-hand automobile and Joe told him to earn it.

The summer before that, Don heard so much talk from his parents about a trip to China they had just completed that he decided he wanted to go there himself.

"That's fine, son, if you can figure out a way of getting there and back on your own hook," said Joe E. "If that trip's worth making, it's worth planning and working for." So Don got himself a job as a cadet—sort of a page boy—on a China-bound liner, made two round trips and saved quite a bit of money from his tips.

His latest exploit is even more interesting. Though he is only 19 years old, he was able, through an old California law, to have himself declared of legal age and of full power to execute contracts.

"I appointed him my personal representative in all publicity, advertising and exploitation arrangements in which my name or photograph might be of commercial value," chuckles Joe. "He has got several good contracts and is making a nice living out of the idea—which was his own in the first place. That's better than letting some agent make the money."

Yet Donald's spending allowance from his father, now that he has entered the University of California at Los Angeles, is only \$10 a month. Joe, Jr.'s spending allowance at Mercersburg Preparatory School is only \$6 monthly. Young Joe's life ambition is to be a newspaper reporter, but Don hasn't made up his mind exactly what he wants to be.

"I began making my own living when I was only 10 years old, as part of a circus act," said the elder Joe. "I wouldn't want my youngsters to undergo the hardships I had to face. But at the same time I do want them to be capable of making their own way through life."

"Many boys of well-to-do families enjoy far too much luxury these days. There are too many wild parties; there's too much smoking and drinking."

"Don and Joe neither drink nor smoke. On this point, I think I made a serious mistake in their upbringing. I promised each of them \$5,000 if they would not indulge in cigarettes or alcoholic liquor until they were 21 years

Joe Brown Asks Fellow Players To Steal Scenes

Joe E. Brown, star of the Warner Bros. comedy, "Polo Joe," is one movie star who wants supporting players to steal scenes.

But Joe doesn't believe in posing as an altruist. It is pure selfishness plus good sense, he thinks, as opposed to the traditional but short-sighted pride and jealousy which once made stars try to submerge players.

"It means that the burden of success isn't all on his shoulders. He simply takes advantage of the possibilities of teamwork."

So Brown not only welcomes competition such as he has in his current production, "Polo Joe," but gives supporting players every chance. His most competitive scenes in the film are with Richard (Skeets) Gallagher, his valet.

The new starlet, Carol Hughes, has the romantic lead opposite Joe, while others in the cast are Joseph King, Gordon Elliott, Fay Holden and George E. Stone. "Polo Joe," now showing at the Theatre, was directed by William McGann from the screen play by Peter Milne and Hugh Cummings.

It was directed by William McGann from the screen play by Peter Milne and Hugh Cummings.

The 'Winnah'



Joe E. Brown, starring in "Polo Joe," the Warner Bros. picture now at the Theatre
Mat No. 104—10c

old. I will give them the money, of course. But I genuinely feel that the present wasn't necessary, I mean, they would have refrained from those habits anyhow, without the bribe."

The senior Joe himself neither drinks nor smokes. He is in fine athletic trim, can defeat either of his boys in a wrestling match, and still is a capable acrobat, although while engaging in that activity with circuses and in vaudeville he sustained one broken leg, two broken ankles, four broken ribs and various broken fingers to a grand total of twelve.

In "Polo Joe" Brown faced all sorts of injuries, because he had to be thrown off a mule a dozen times, catapulted over a horse's head twice, and socked with a polo mallet a few times.

Others in the cast are Carol Hughes, Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone.



"POLO JOE"

PUBLICITY

Comedian Joe Brown Has Serious Side Off Screen

Star of "Polo Joe" Has 'Walked with Kings and Kept the Common Touch'

"Go to college if you can, but if you can't, rest easy in the knowledge that you can get the best general education possible in sugar-coated form, by going to movies, listening to the radio, and reading."

That's the advice of Joe E. Brown, self-educated citizen, for whose general culture, everyone who knows him has a well-founded respect.

Joe has paid for the college educations of a greater number of young people than he's telling about. The only ones to hit news notices are his athletic proteges.

But he believes the modern person who has gone through grammar school and had a year or so of high, owns a radio, takes newspapers, patronizes the public library and goes to the movies two or three times a week will have acquired by the time he is twenty-five, a good liberal education.

"What you get in modern life, as seen in films, heard on radios, read in newspapers and periodicals, is, of course, a vast and scrambled assortment," Brown concedes. "But given a fair elementary education and average intelligence the individual himself can fit it together like jigsaw puzzle pieces, into a real pattern of human knowledge."

Brown, who, like the late Will Rogers, has talked with presidents and kings, philosophers and divines, and earned their respect, credits his own remarkably wide knowledge of topics, men and affairs in part to his film work, part to the variety of human beings he has known.

"Don't overlook the value of anything you can learn!" Brown advises.

Because he is essentially a comedian, Brown's studio Boswells have never stressed the studious side of the star's character, and never painted friendships on an intellectual plane with college professors, scientists and writers, or the friendship his love of music has brought about with Otto Klemperer, conductor of the Los Angeles Symphony Orchestra.

But when you see "Polo Joe," a rollicking comedy, perhaps you'll detect this side of genial Joe, even through make-up, grimaces and slapstick comedy.

Supporting jovial Joe in the picture are Carol Hughes, Rich-

ard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden, and George E. Stone. William McGann directed the picture from the screen play by Peter Milne and Hugh Cummings.

Starlet Wants Her Footprints Immortalized

Honest and plain-spoken is Carol Hughes, young brunette Irish girl playing the romantic lead in Joe E. Brown's latest Warner Bros. picture, "Polo Joe," now showing at the..... Theatre.

"What is your chief ambition?" asked the questionnaire which all new players have to fill out at the studios.

"To have the prints of my hands and feet in one of those cement blocks in the forecourt of the Chinese Theatre in Hollywood," Carol wrote.

"How about winning the Academy Award, kid?" asked Joe.

"The way I see it, Mr. Brown, the Academy winner gets in the papers for a couple of days and that ends it," replied Miss Hughes.

"But a million tourists a year gape at those hand and foot prints of Vic McLaglen, Shirley Temple, Mary Pickford, Garbo and the rest, and they never quit talking about it when they get home. And I'd rather be talked about than read about."

Miss Hughes, a comparative newcomer in pictures, was promoted to a leading role because of the fine work she did in small parts. She is Joe's lead in "Polo Joe," a hilarious comedy by Peter Milne and Hugh Cummings. Others in the cast are Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. William McGann directed.

Joe E. Brown Makes Horse Pluck Rose

"The pony reaches over and with his teeth yanks the rose out of Joe's lapel," said the script of "Polo Joe," the Warner Bros. comedy now showing at the..... Theatre.

"Easily written by the scenarist—but not so easy to do, in reality," said Director Bill McGann, while the company was on location at the smart Saddle Club in San Fernando Valley.

"Sure it's easy. Wait till I come back," said Joe E. Brown, the star. He disappeared into the clubhouse, returned in five minutes, muzzled the horse momentarily against the flower. Then when the time came to take the picture, the pony turned his head, and, sure enough, grabbed the rose.

"How did I do it?" said the grinning Brown. "I went into the kitchen, pared some carrots and apples, and stuffed them between the petals. A cinch!"

Joe Has A Kick Coming



Joe E. Brown (right) with Richard (Skeets) Gallagher—as the considerate valet who brings in a donkey so his master may have a bit of practice for his polo in a scene from "Polo Joe," the Warner Bros. picture now at the..... Theatre.
Mat No. 202—20c

Skeets Gallagher Prefers Big Check To A Big Hand

Comedian Playing in "Polo Joe" Has No Yearning For the Footlights

One of the not too many actors to achieve success on the screen after a similar experience on the stage is Richard "Skeets" Gallagher, who is playing Joe E. Brown's comical valet in "Polo Joe," the star's latest Warner Bros. comedy which comes to the..... Theatre on.....

"Nearly all the boys and girls of the film world say they want to try the stage again, but I notice that very few of them do it," says Skeets.

"As a matter of fact, they all know they're better off financially, and live more comfortably, in pictures than in so-called 'legit,' and they'd howl if they were forced back to the stage.



Richard (Skeets) Gallagher in "Polo Joe" at the Strand
Mat No. 112—10c

"I make no pretense of wanting to get behind the footlights again. I'll take Hollywood and like it as long as Hollywood'll take me. It's true that a film player misses the contact with an audience, and the applause, but the knowledge that a fairly fat check is coming in regularly every week, and that your show is not going to fold up under you, more than makes up for those things."

Skeets ought to know. He has been acting for almost twenty years.

Born in Terre Haute, Indiana, Gallagher's first ambition was to be a civil engineer. Studying at Rose Polytechnic Institute he carried the rod and transit for two years, then suddenly decided an easier life would be that of an attorney. So, he entered Indiana University and studied law.

Possessing a natural Irish talent for song and dance, he was drafted into the University's dramatic association and that was

the end of a possible legal career.

A vaudeville scout caught the annual performance of the students, and said "Looka here, Gallagher, I've got a gal on my list who'd team up swell with you, and a sketch that would fit the both of you. I can give you time right away. How about it?"

The next week Skeets began a career in the varieties that carried him up into electric lights and big pay. He sang, danced, wisecracked, did monologue, and played all the biggest vaudeville houses in the country.

Broadway then drafted him for musical comedy.

Among some of these in which he had big parts were "Up in the Clouds," "Up She Goes," "No, No, Nanette," "Marjorie," "Magnolia Lady" and "Rose Marie." Following a long run in this success he was starring in "The City Chap" when Hollywood called upon him. That was in 1927.

Gallagher played in two silent pictures, "Alex the Great" and "Stocks and Blondes." Then the talkies came along and he has been busy ever since. Among his most recent pictures are "Yours For The Asking," "The Perfect Clue," "Lightning Strikes Twice," "Bachelor Bait" and "Too Much Harmony." His part in "Polo Joe" is ideally fitted to his varied capabilities including his dead pan face.

Joe E. Brown Eats With Chopsticks

Joe E. Brown had to learn to play a one-string Chinese fiddle, sing a Chinese lullaby, speak several sentences in the same language, and eat with chopsticks for his Warner Bros. picture, "Polo Joe," which comes to the..... Theatre on..... He was taught by Paul Fung.

Luck Follows Joe E. Brown's Female Leads

It's an axiom in the picture colony that the luckiest thing that can happen to a young actress in Hollywood is to be cast as leading woman in one of Joe E. Brown's comedies.

"Therefore, I think I am a fortunate girl," says Carol Hughes, who has the feminine lead opposite Joe in the Warner Bros. comedy, "Polo Joe," which comes to the..... Theatre on.....

"Just look at the way some of the other girls have climbed who have had the same chance.

"Olivia de Havilland supported Fredric March in "Anthony Adverse"—was featured with Errol Flynn, in "Captain Blood" and co-starred with him in "The Charge of the Light Brigade." Yet only a year ago she was playing the sweetheart of Joe in "Alibi Ike."

"June Travis is getting better and better parts and she was Brown's leading woman in "Earthworm Tractors."

Patricia Ellis is doing leads in a number of pictures dealing with youth and she was with Joe in "The Circus Clown," "Elmer the Great" and "You Said a Mouthful."

"Jean Muir, who now gets important roles, supported him in "Son of a Sailor" and Ann Dvorak was with him in "Bright Lights."

"Maybe it's just luck, because the sweetheart in a Joe E. Brown picture is never a very important character. But Joe's movie leads seem to go far, and I hope the same luck will follow through in my case."

Miss Hughes, a striking brunette, was discovered in a Chicago night club where she was a singer and dancer.

Others in the cast of "Polo Joe" are Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. The picture was directed by William McGann from the screen play by Peter Milne and Hugh Cummings.

Learns About Mules After He's Kicked

Joe E. Brown learned too late that a mule can't kick you if you stand very close to his kicking end. So Joe got kicked in the chest by a trick mule used in his latest Warner Bros. picture, "Polo Joe," now showing at the..... Theatre.

It didn't comfort Joe for his bruises when the trainer demonstrated that the beast, unlike Joe Louis, can't get much steam into short punches.

Joe E. Brown Shares Laughs With Donkey

Joe E. Brown isn't going to heaven on a mule, but he plays a few chukkers of polo on a donkey in a barn in a hilarious sequence for his new Warner Bros. comedy, "Polo Joe," which comes to the..... Theatre on.....

Dressed in a complete polo regalia, Joe chased and was chased by the donkey from the barn and through a house while "Skeets" Gallagher, his valet, watches with astonishment.

Joe runs around in circles, the donkey following at his heels, till in desperation, he finally vaults through a window.

As Joe walks back, the donkey nuzzles at his pockets, till Joe pulls out a lump of sugar and gives it to the animal.

This settles the feud.

Monkeyshines!



Joe E. Brown shoulders a little trouble in a scene from "Polo Joe," the Warner Bros. picture which is now showing at the..... Theatre.

Mat No. 102—10c



Joe E. Brown Runs Gamut of Athletic Stunts in Films

Joe E. Brown would like to know what sort of athletic activity he'll have to engage in next.

In a silk blouse, riding breeches and with a long-handled mallet in his hand he stood beside a horse at the Warner Bros. Studios. He was waiting for the next scene in "Polo Joe," his latest comedy now showing at the Theatre.

"They've got me now as a polo player," Joe said. "I sock a wooden ball with this thing here, and win the game!"

"In 'Alibi Ike' (three pictures back) I was a baseball pitcher—remember? A guy that always had some excuse when anything went wrong, but managed to come through in the ninth inning.

"Just before that, in 'Six Day Bike Rider,' I was one of those muggs that go 'round and 'round and don't come out anywhere.

"Jumping four pictures back of 'Alibi Ike,' I was again a ball-tosser in 'Elmer the Great.' Then in the one just back of that, 'You Said a Mouthful,' I was a champion channel swimmer.

"In 'Fireman, Save My Child,' I was a ball-player again—a sandlot dub who would shed his glove and run for the firehouse any time he heard a bell ring.

"In 'Maybe It's Love' I was one of these short-pants college athletes of the track and field team, running, jumping and pole-vaulting.

"In 'Top Speed'—which is Picture No. 19 back of this present one—I was the pilot of a high-speed motorboat.

"Somehow, they've overlooked giving me a football picture to make. I'd like to do it, too, for, next to baseball, football is my favorite sport.

In "Sons O' Guns" and "Bright Lights," two recent pictures, Brown played the part of an actor. In "The Circus Clown," he repeated his own earlier experiences.

In "Polo Joe," a riotous comedy romance by Peter Milne and Hugh Cummings, Joe returns to slapstick. Others in the cast are Carol Hughes, Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. William McGann directed.

Joe Brown Bats Home Run With Polo Ball

Joe E. Brown's polo-playing friends will have a grand time watching the seal-roaring comedian wield a mallet from the quarter-deck of a pony in the Warner Bros. comedy, "Polo Joe," which comes to the Theatre on

Joe really has to do his stuff. One of the big scenes calls for him to swing the mallet after the fashion of a baseball bat, hit a ball flying through the air, and knock it for the winning goal.

"The script calls for me to wear an old-fashioned football nose guard," Joe says, "but I think a baseball-mask would have been better."

"Skeets" Gallagher is Brown's valet and dead-pan comic in "Polo Joe," and the romantic interest is supplied by Carol Hughes.

Joe's batting in real life has usually been on the baseball diamond. He belonged to a bush league team when he was a kid in Holgate, Ohio—before he ran away with the circus. He later joined a St. Paul team and had a brief season with the New York Yankees. He is patron of a Los Angeles team—and is rooter extraordinary at all the games.

Kidnapped by Request



Joe E. Brown (center) with Frank Orth (left) and Joe Kelly—as the thugs his valet hires to kidnap Joe so he won't have to play in the big game—in a scene from "Polo Joe," the Warner Bros. film now at the Theatre.

Mat No. 203—20c

Carol Hughes Can Act As Well As Sing And Dance

Works Way Up To Straight Lead With Joe E. Brown In "Polo Joe"

Meet one of the loveliest colleens in Hollywood—Carol Hughes—who makes her bow in the lead opposite Joe E. Brown in the Warner Bros. comedy, "Polo Joe," now showing at the Theatre.

Miss Hughes was first signed by Warner Bros. because of her singing and dancing, which had been stopping shows in the variety houses on the Keith-Orpheum Circuit.

But the little brunette sprung a surprise.

She was given several bits in pictures in order that she might gain confidence and become accustomed to screen work and her performance was so outstanding that the studio began to assign her to straight roles.

Miss Hughes was born in Chicago on January 17, 1917, the daughter of the well-to-do furniture manufacturer, Charles Hughes. She attended Arnold Grammar and Waller High Schools, after which she took up singing and dancing with the idea of going into musical comedy.

She was given a try-out in vaudeville and for three successful seasons was a member of the comedy team of Taylor and Hughes.

The comely Carol is 5 feet, 4 inches in height, has blue eyes, black hair and weighs 114 pounds. She is a typical Irish beauty.

Her outside interests are basketball and sharpshooting.

She is a crack shot with a rifle. The sports she likes best to watch are polo and racing. She plays the piano well and sketches.

She can cook, sew and knit, but says she prefers reading to other diversions. Her favorite color is blue—her favorite flower the rose and her favorite screen actor is Leslie Howard. Her pet aversion is lobster salad. Her ambition is to own a home with a badminton court and a stable of horses.

When she is working, she retires at 9 o'clock. She never sleeps later than 8 o'clock, even when idle. She wears pajamas, manicures her own finger nails,

Carol Hughes
in
"Polo Joe"
at the
Strand.

Mat No. 113—
10c



prefers baths to showers because she likes to sing while bathing, loves masquerade parties, "swing" music, and ripe olives. She goes to cocktail parties because she loves hors d'oeuvres. Likes to drive her own car, and she prefers roast beef to any other meat and has no extravagances.

Miss Hughes plays the part of an equestrienne and polo enthusiast in Joe E. Brown's latest rollicking comedy, "Polo Joe."

Others in the cast are Richard (Skeets) Gallagher, Joseph King, Gordon Elliott, Fay Holden and George E. Stone. It was directed by William McGann from the screen play by Peter Milne and Hugh Cummings.

Actors Use Southern Accent in Polo Film

Southern accents are employed by all the characters in "Polo Joe," the Warner Bros. comedy starring Joe E. Brown, which comes to the Theatre on That is necessary, since the locale of the picture is in the South.

The proper slurs and drawls and elisions were taught to the cast by Joseph King, veteran featured player, who has the part of Colonel Hilton. Joe can talk almost any sort of dialect, even Chinese, which his role calls for. In real life he always reverts to the accents of Texas.

"Polo Joe" Film Proves Picture Production Freak

Initial Scene of Story Is Actually Shot First In This Film

"Impossible!" "It can't be true!" "It doesn't happen once in a lifetime!"

This and similar ad lib expressions were made by electricians, grips, prop men, and others connected with the making of the movie.

But it really was true. A very rare thing was happening. Joe E. Brown's "Polo Joe," a Warner Bros. picture now showing at the Theatre, was really being started with "Scene No. 1."

You might suppose that every picture ought to be started that way. But generally they are not. They're started on whatever set chances to be ready first.

There will be an average of between 300 and 490 scenes in a standard sized movie. It is altogether possible that the first "take" may be of "Scene No. 279," then a skip to Scene No. 4, the final fade out may be photographed long before Scene No. 1.

"That is one of the reasons directing a motion picture is so much more difficult than directing a stage play," says Director William McGann, who is in charge of the making of "Polo Joe."

"Movies would be much better if they could be made in exact continuity so that the actors and

actresses could be familiar with the 'flow' of the story. They can't be, of course, under our present system of jumping from one section of the story to another.

"But to have all the sets ready in advance, and shoot on them in exact arithmetical progression would take up so much valuable time and space that it's out of the question when we have to make pictures on a given budget and within a certain period of time."

The reason "Polo Joe" opened with Scene No. 1 is that the scene is in a compartment of a Pullman car, and the studio has a whole train of Pullmans, also ordinary coaches and freight cars, ready for immediate use.

This particular compartment is a detachable unit, which can be removed from the car and placed out in the open where there is plenty of room for cameras, lamps, microphones and the rest of the movie paraphernalia.

"Skeets" Gallagher worked with Joe E. Brown in the scene, as his valet. Later on, the romantic interest will be provided by Carol Hughes.

It's lucky, as a rule, for girls to work with Joe. For instance, Olivia de Havilland was his love interest in "Alibi Ike" less than a year ago, and now she is a full-fledged star in "Captain Blood," "Anthony Adverse" and "Charge of the Light Brigade."

Joe E., as the title suggests, plays the role of a polo player in "Polo Joe," a riotous comedy romance by Peter Milne and Hugh Cummings. Others in the cast are Joseph King, Gordon Elliott, Fay Holden and George E. Stone.

Goal And Gal!



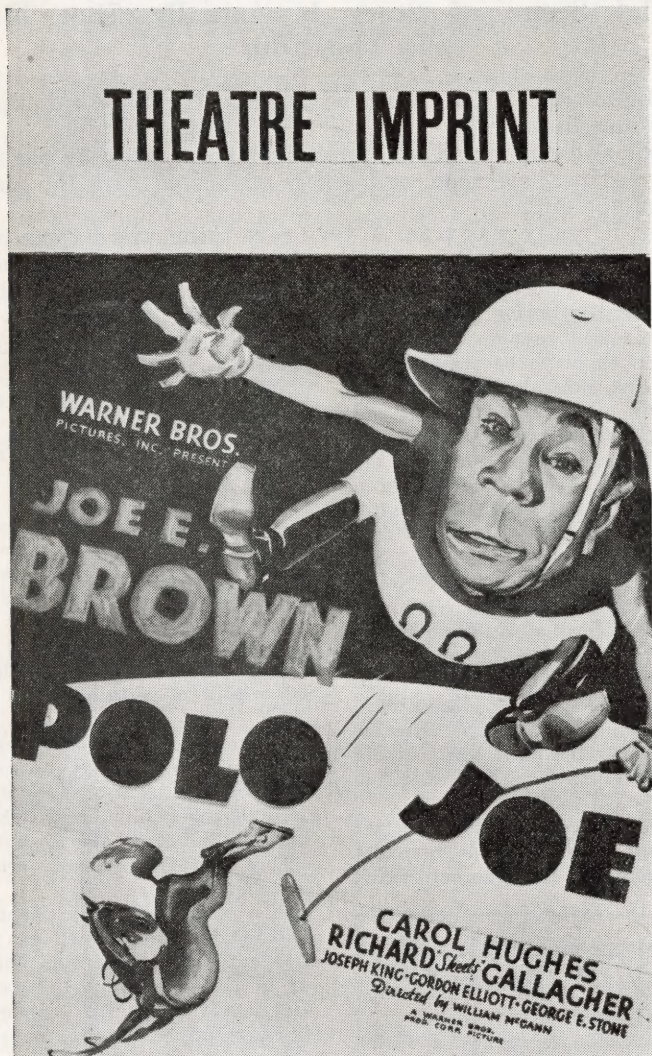
Joe E. Brown and Carol Hughes celebrate Joe's victory in "Polo Joe," the Warner Bros. picture now at the Strand. Mat No. 106—10c



"POLO JOE"

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WINDOW CARD

1 to 49	7c each
50 to 99	6c each
100 & Over	5 1/2c each



MIDGET WINDOW CARD
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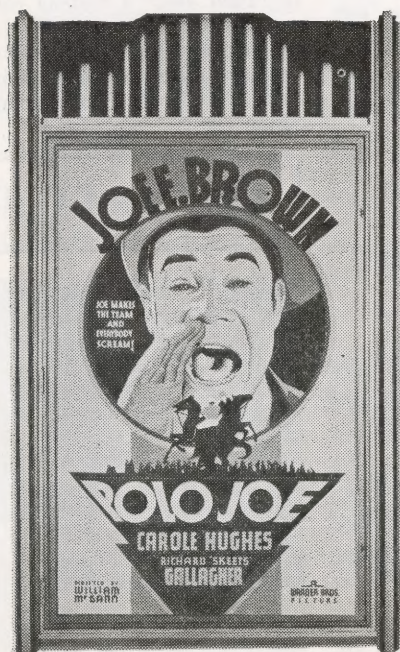
SLIDE
15c each



INSERT CARD

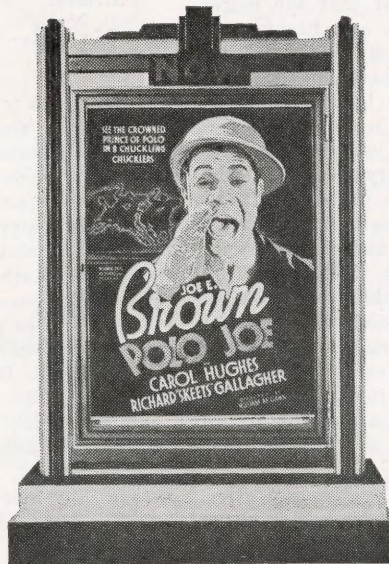
1 to 24	25c each
25 to 49	22c each
50 to 99	20c each
100 & Over	18c each

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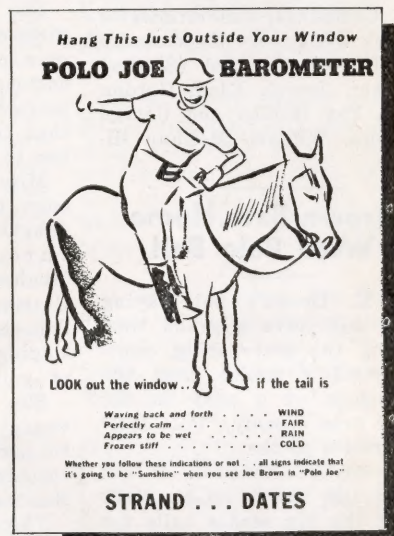
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This Polo Joe Barometer is printed in colored ink on heavy cardboard. The tail of the donkey is attached to a photographic imprint that brings Joe Brown's laugh-appeal to the surface. It's the kind of a novelty that will be saved and shown to friends. Prices, including imprint, are: \$6.00 per M; 5M—\$5.50 per M; 10M—\$5.00 per M. Also, 500 at \$4.50.

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JOE E. BROWN

HE'S A ONE-MAN TEAM WHEN HE GETS UP STEAM!

Let the Crown Prince of Polo knock you for a goal in 65 minutes of the maddest, merriest chuckle-filled chuckers ever played!

with
CAROL HUGHES
RICHARD "skeets" GALLAGHER
JOSEPH KING • GORDON ELLIOTT
GEO. E. STONE • Directed by Wm. McGANN

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Hear Joe, the Shanghai Songbird, sing love songs to his sweetheart—in honest-to-goodness Chinese!

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Printed on one side, leaving the entire reverse side for imprint. When folded, this herald makes an ideal program. Print your current week's attractions on the front cover, and add your entire next week's show on the back cover. The result is an attractive program of current and coming attractions, together with a flashy, colored lay-out of next week's big attraction on the inside.

Some exhibitors find the blank reverse side a practical opportunity to sell a merchant a big ad and thus pay the cost of the heralds. 5,000 of these heralds cost you \$10. Tear this sample out of the press book now and see a few leading merchants. One will surely go for an 8½" x 10" ad which you can give him on the reverse side of this herald for \$10.

PRICES:

\$2.00 PER M
FOR 5M AND OVER

\$2.25 PER M
FOR 1M TO 4M



"POLO JOE"

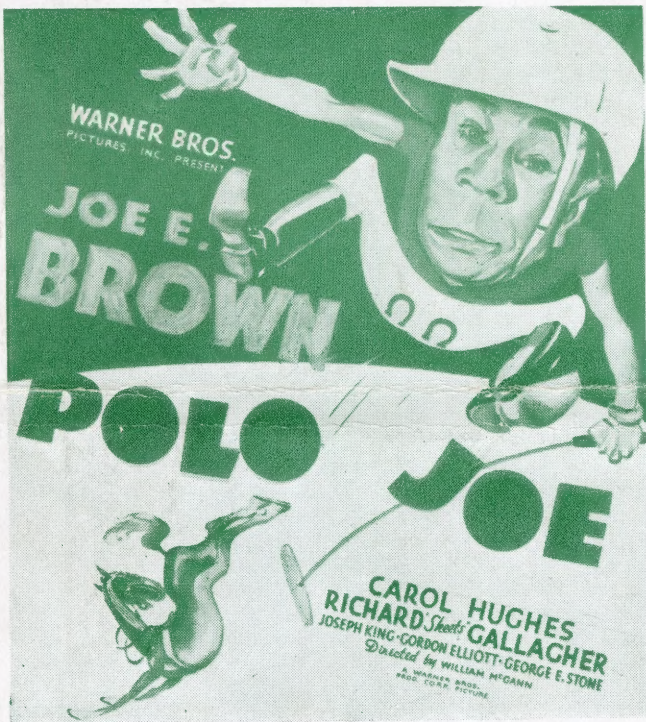
ACCESSORIES



24-SHEET

DESCRIPTION: Background: dark and medium gray. Title: white. Name: yellow. Illustration: full color.

1 to 5	\$2.00 each
6 to 15	1.75 each
16 and Over	1.50 each



6-SHEET

1 to 5	75c each
6 to 10	70c each
11 to 20	65c each
21 to 50	55c each
51 and Over	50c each



3-SHEET

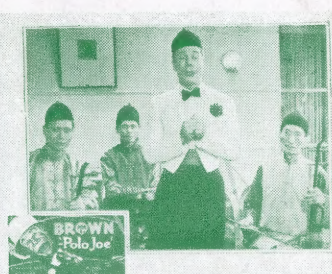
1 to 10	40c each
11 to 25	36c each
26 to 50	32c each
51 and Over	28c each

Stills	10c each
Mats	10c per col.

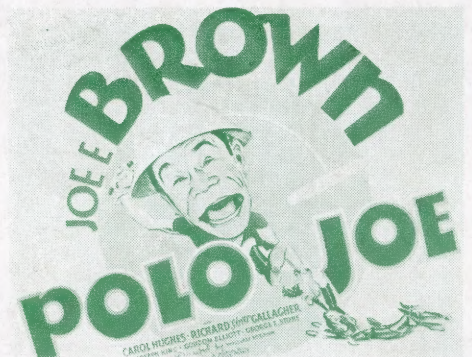


1-SHEET

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